

~~when the result of the determination indicates that the mobile member is~~  
disposed in the inside area of the virtual object identified by the shape and location of the  
virtual object, the mobile member provides service corresponding to the virtual object  
according to the received service information.

6. (Amended) A service providing system according to Claim 2,

wherein the management terminal further comprises:

input means for performing an input related to generation, deletion, or  
update of the object information; and

object-information processing means for generating, deleting, or  
updating the object information according to the content of the input performed by the input  
means.

7. (Amended) A service providing system according to Claim 1,

wherein the service information is operation information specifying the  
content of an operation of the mobile member or another apparatus, and

when it is determined that the mobile member is disposed in the inside area of  
the virtual object identified by the shape and location of the virtual object, the mobile  
member or the another apparatus is operated according to the operation information  
corresponding to the virtual object, stored in the storage means.

8. (Amended) A service providing system according to Claim 1,

wherein the service information specifies the content of service in which  
media information related to characters, images, or video is provided for the mobile member,  
and

when it is determined that the mobile member is disposed in the inside area of  
the virtual object identified by the shape and location of the virtual object, the media

~~information is provided for the mobile member according to the service information~~

corresponding to the virtual object, stored in the storage means.

9. (Amended) A service providing system according to Claim 1,

wherein the service information specifies the content of service in which notice information related to a notice or guidance information related to a guidance is provided for the mobile member, and

when it is determined that the mobile member is disposed in the inside area of the virtual object identified by the shape and location of the virtual object, the notice information and the guidance information are provided for the mobile member according to the service information corresponding to the virtual object, stored in the storage means.

10. (Amended) A service providing system according to Claim 1, wherein the

~~mobile member is a portable terminal.~~